AUS920010627US1

AMENDMENT

Please amend the above-identified application as follows:

<u>In the Specification</u>:

Please amend the specification in the section of Detail Description as follows:

Please replace the paragraph beginning at page 15, lines 3 – 14, with the following amended paragraph:

In typical embodiments of the kind illustrated in Figure 1 confirming (14) the displaying of the advertisement display image (18) at the screen display location (50) results in a determination that the advertisement display image is only partially displayed at the screen display location (50) at the confirmation time and recording (16) in computer memory the determination (22) whether the advertisement display image (18) is fully displayed at the screen display location (50) at the confirmation time includes recording in computer memory the determination that the advertisement display image is only partially displayed at the screen display location (50) at the confirmation time. Typical embodiments further include calculating (26) an amount <u>(28)</u> to be charged for advertising in dependence upon the determination (22) that the advertisement display image (18) is only partially displayed at the screen display location (50) at the confirmation time.

Please replace the paragraph beginning at page 15, lines 16 – 28, with the following amended paragraph:

More particularly, many embodiments record computer records (400) of displays of advertisement display images as illustrated by the example data structure in Figure 4. As shown in Figure 4, some embodiments record identification codes for particular

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advertisement display images (410) along with a screen location (412), a display period (414), a confirmation time (414416) when the display was checked, and a field indicating whether the advertisement display image in question was fully displayed (418). Many embodiments use the several fields just mentioned, for example, to infer from a series of such records, that is, a series of recorded indications of display at a series of confirmation times within a display period, to infer the proportion of the display period in which the subject advertisement display image was fully displayed. Embodiments of this kind typically calculate amounts to be charged for advertising on the basis of the proportion of the display period in which a subject advertisement display image was fully displayed.

Please replace the paragraph beginning at page 14, lines 15 – 18 – page 15, line 1, with the following amended paragraph:

Some embodiments carry out image comparison by monitoring through the browser the windows that are shown on a user's screen and calculating the visible percentage of an ad from information regarding actual windows displayed. More specifically, such embodiments operate as illustrated in Figures 5a-5d. Such embodiments begin with a stored advertisement display image (18) and a known desired browser image (502). Such embodiments then typically use bitblt calls to retrieve the browser window's actual image (504) size and position on the display, including actual overlays from other windows (504506), as shown in Figure 5b. To the extent that the actual browser window is overlain by other windows, such embodiments typically subtract from the browser image the graphic overlays of other windows to generate a difference image as shown in Figure 5c. Then such embodiments typically take the union of the difference image (508) and the advertisement display image (18) to derive a union image (508). The size of the union image (508) compared to the size of the advertisement display image (18) gives the portion of the advertisement display image actually displayed at a confirmation time.

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